



# ABNEET CHAUHAN

UX Designer  
Former Industrial Designer  
Creative Thinker

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I am a design leader with **15+ years** of experience working across digital and physical products in enterprise and consumer domains, including cloud platforms, healthcare, fintech, automotive, and B2B e-commerce.

I recently led complex, high-impact initiatives at **Broadcom (VMware)**, defining a unified design vision aligned with business goals and collaborating closely with product, engineering, and stakeholders on the end-to-end user experience.

I also mentored designers and tackled complex and ambiguous design challenges.

## ACADEMICS

**M. DES, 2009**  
Industrial Design  
Industrial Design Center (IDC), IIT Bombay

**B. TECH, 2004**  
Mechanical Engineering  
DIT, Dehradun, (U.P.T. University, Lucknow)

## INITIATIVES

 **47Days-Of-Devanagari**  
Co-founded a typography initiative and led workshops and social-media challenges in 2017 and 2019, celebrating Devanagari letterforms and building a global community of 5,000+ typography enthusiasts.

## AWARDS

 **Aegis Graham Bell Award (10th)**  
**Simplilearn's LMS product**  
A designed Simplilearn's LMS product received 10th Aegis Graham Bell Award in the category "Innovation In EdTech".

 **Red Dot Design Award (2016)**  
**MISHA Hookah Head**  
Unique form of the product serves the function and use of paper as a body material got awarded.

 **CII Design Excellence Award (2015)**  
**Design of THOTS Lab**  
The design of the multi-facet learning game lab for kids received CII DE Awards in the category of Visual communication & Environment design.

## PORTFOLIO

<https://www.abneetchauhan.com/>

## WORK EXPERIENCE

 **Staff Product Designer**  
VMware by Broadcom | Oct 2021 - Present

Led complex, high-impact initiatives for **VCF Operations** (formerly vROps), shaping design vision aligned with business goals and product strategy. Key contributions include:

### Strategic Enhancement Of CX By Centralizing Ops Management

Integrated certificate and password management with Zero Trust Security goals, driving a 28% rise in CSAT through improved design.

### Simplifying Chargeback Integration in vRealize Operations

Led seamless integration of Chargeback into vROps, consolidating monitoring, analytics, and automation achieving 89% adoption with high CSAT.

### Evolving Color & Chart Libraries for Accessibility (Clarity Design System)

Spearheaded a self-initiated project to evolve indicator and chart colors for achieving better accessibility across all VMware products and integrated the complete chart library into Clarity.

 **Senior Manager UX Design**  
EY LLP | Jan 2019 - July 2021

Following are some of the notable clients and the projects I worked with during my tenure:

**GOLDMAN SACHS**  
**Improved Efficiency Of Financial Crime Investigation Process**

Designed interfaces for **NEON**-Financial Crime Investigation tool, enabling detection of bribery, money laundering, and terrorist financing. Enhanced task efficiency by 65% and reduced support tickets by 30%.

**EICHER**  
Crafted experience for **Fleet Management & Performance System** app for telematics enabled buses and trucks owners

**JSW STEEL**  
Led and managed the UX design of India's **largest B2B-e-commerce of steel & cement** for JSWOne.

 **Lead UX Designer**  
FCUX Studio | Sep 2016 - Dec 2018

**SIMPLILEARN**  
**Crafted The 360° Learning Experience For Online Professional Courses**  
Redesigned Simplilearn's LMS to support blended learning and Instructor-Led Online Classes. Delivered end-to-end design with research, UX, user testing, dev-collaboration and boosted learner engagement with reducing support tickets by around 60%.

**Boosted Sales & Engagement On Simplilearn's Website**  
Led continuous UX/UI enhancements for the **Simplilearn Sales Website** through heuristic evaluations, A/B testing, heatmaps, and analytics.

 **Senior UX Designer**  
NotchUX Studio, Pune | Apr 2016 - Sept 2016

**Crafted UX Design For B2B e-commerce For a Giant Automotive Aftermarket**  
Designed the user experience of an e-commerce responsive website of **Dena Aftermarket**, one of the **world's top leaders** in automotive spare parts manufacturing and supplying.

 **Lead Industrial Designer**  
Onio Design Pune & Design Directions, Pune | Apr 2010 - Feb 2016

**Led 40+ Industrial Design Projects In Diversified Industrial Domains**  
Drove end-to-end design projects from concept and visualization to prototyping and final production. Key clients included **Otis Elevators, Usha International, PepsiCo, Marvel Semiconductors, TACO, and Shisha Company.**